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THE ASID ARIZONA NORTH CHAPTER

SUMMER 2008

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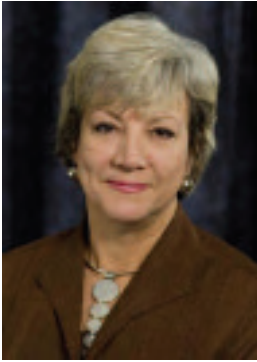
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KATHERINE THORNHILL, ASID  
ASID ARIZONA NORTH  
PRESIDENT 2008

A recent sampling of our membership indicates that 75% support interior design legislation. But by their actions, our national level representatives assume that figure to be 100%. Where do you stand?

Currently more than half the States have some form of interior design legislation and what Arizona's future holds is yet to be seen. This has become a highly polarized, emotionally charged topic and the outcome will affect us all to varying degrees.

The Interior Design Coalition of Arizona (IDCA) recently held an informational meeting for members of ASID and IIDA to help dispel some of the myths swirling about the industry. The following examples are courtesy of IDCA:

***"Myth 1: My current design business, workshop, showroom, etc. will be put out of business when the proposed legislation gets enacted."***

INCORRECT. The proposed legislation calls for restrictions *ONLY* of the usage of the term "registered interior designer," *NOT* on the practice of interior design. As a title-based piece of legislation, one will continue to be able to perform design services in the future that one does now, including usage of the term "interior design/er," without restriction."

***"Myth 2: proposed legislation requires both/either passage of the NCIDQ and/or graduation from a FIDER/CIDA accredited program."***

INCORRECT. While legislation sets out requirements for minimum education and a "minimum competency" examination, the requirements set a base line only and are open ended, allowing the Technical Board of Registration to make the final determination of acceptable education, experience and examination." [www.ncidq.org](http://www.ncidq.org) [www.accredit-id.org](http://www.accredit-id.org)

***"Myth 3: 'Experienced' designers will not qualify for the new 'Registered Interior Designer' registration."***

INCORRECT. Anyone who does not meet all the education, experience and examination requirements set forth in the legislation will have a (limited) window of opportunity to ask for a waiver from those requirements (aka: "grandfathering"). Those designers who have successfully passed the NCIDQ examination prior to passage should have all the necessary requirements to qualify for registration. The Technical Board of Registration will have the ultimate authority to determine what the minimum threshold of qualifications for this waiver will be."

In addition, IDCA president David Stone stated that while the opponents to legislation repeatedly cite ASID solely as the instrument behind legislative efforts in Arizona it is, in fact, the work of IDCA with equal support of both IIDA [www.iida.org](http://www.iida.org) and ASID. IDCA's website [www.idca.info](http://www.idca.info) is currently being upgraded to include all the facts, news and notes concerning their work. You can request a copy of the draft language proposal circulated at the beginning of the 2008 legislative session, and upon which the informational meeting centered, by writing to [info@idca.info](mailto:info@idca.info) If you have a question for IDCA's president, send an email to David Stone at [ddstone@leodaly.com](mailto:ddstone@leodaly.com)

Before you believe verbal or written information from either side, please take the time to do some research. Not only is there much misinformation, but in many cases the information was perhaps correct at one time but new information has replaced it. It is a fascinating debate but also the future of our profession.

**Katherine Thornhill, ASID  
Arizona North Chapter President**



# DESIGN

desert

summer 2008

on the cover  
**Kitchen & Bath  
Lifestyles**  
PAGE 8



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I've heard from many colleagues and industry partners that they are cutting back in many areas including their marketing efforts to survive shaky economic times. Stefan Tornquist, research director for marketing research firm MarketingSherpa Inc. says that "Glum economic times can be an opportunity for small companies to make inroads on their competitor's turf and energize their marketing efforts." His reasoning is that if local leaders are using the downturn to curtail their activities, it is an opportunity for small companies to make a name for themselves with branding activities. Brand activity makes us trust a company and buy when we see their ad later on." \* Tornquist suggests that "smart companies take a downturn as a reason to look at current customers and evaluate how those relationships can be expanded."

Thank you to our many advertisers who have 'kept the faith' and advertised in our summer issue of Desert Design Magazine. Your brand advertising will make a difference.

**Brenda Strunk**  
**Communications Director**

*\*The Wall Street Journal,  
June 16, 2008*

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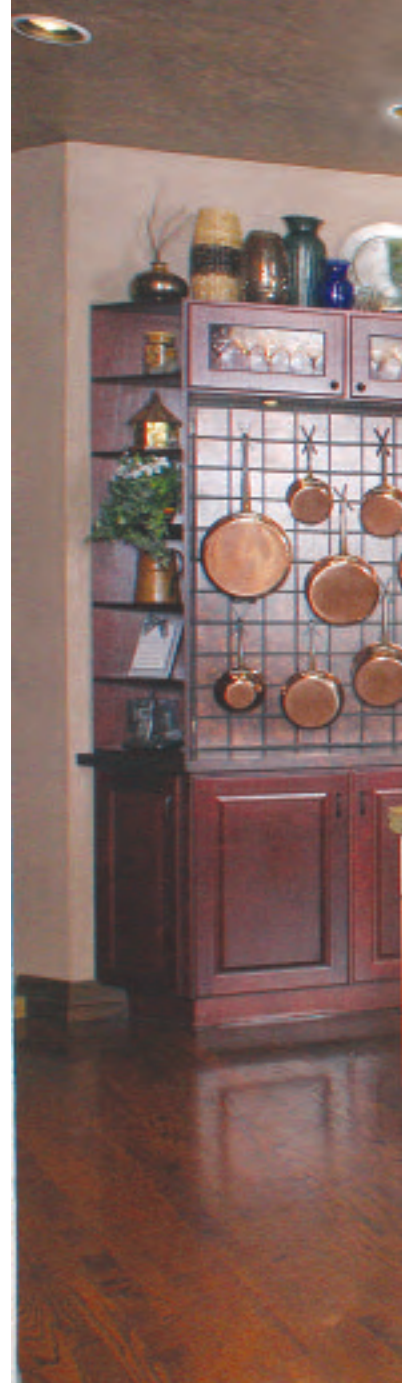
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# Kitchen & Bath *Lifestyles*

By Cindy Lewton,  
Alled Member ASID



There are two contradictory refrains we often hear about kitchens: 1) The kitchen is the heart/hub of the home, and 2) It's a showcase kitchen for looks only. As designers, we care about functionality, space planning, and aesthetics. We complete in-depth interviews and ask how the space will be used. However, clients often inform the designer of the stereotypical functions, not realizing that these functions may not support their unique families.

Electrolux has coined the phrase, The Live-In Room™, to represent current and future trends in kitchen usage. Some of the kitchen functions they cite include entertainment center, gathering space, conversation headquarters, study hall, and napping. Additionally, it is often Pet Central, the home management center, hobby/craft center, and the area to play games. As dining rooms continue to vanish from American homes and family rooms combine with kitchens, kitchens truly are the workhorses of the home, even if it may at first appear to be an unused showcase kitchen because "nobody cooks." When cooks are actually added into the mix and want to be able to prepare meals easily without physically running into others using the space, creating great flow and dedicated spaces to support all the activities becomes essential.





A well designed custom kitchen supports and calms family life. If there is strife or arguments occurring in the kitchen, it may not be the individuals as much as a kitchen that doesn't work. For example, if a mother is cooking a meal with her kids nearby doing homework on their laptops and the kids are having to compete both for workspace as well as their mom's attention, there will be arguing. If the mom repeatedly trips over the dog's food dish (or the dog), the experience is no longer enjoyable.

We are all familiar with the traditional kitchen triangle used for space planning. Don't throw that out, but realize there are other ways to approach space planning.

**Mary Fisher Knott, RSPI, Allied Member ASID**, of Mary Fisher Designs and author and public speaker,

suggests an alternative method of identifying the CoreKitchen™, meaning determining what parts of the kitchen are utilized daily, and designing that space as the central core with easy access. As part of determining accessibility, Ms. Knott actually measures the height and the reach of the client. We all know that "one size does not fit all" and this is certainly true in kitchen and baths. The next step that Ms. Knott employs is to identify what is used secondarily. These items, appliances, and work zones are then placed concentrically radiating out from the center.

**Danielle Zwier, Allied Member ASID**, of Neostrada Design in Mesa recently addressed the multifunctional kitchen in a kitchen remodel. Neostrada Design removed the rectangular island that was too small for the kitchen and custom designed a seven-sided island that allows guests to participate in the cooking





process without bumping into each other. Stock cabinetry was used throughout which also guided the shape of the island. Additionally, Ms. Zweir expanded the breakfast bar to allow the client's children to work on their laptops nearby, but out of the way of the kitchen's traffic paths.

Finally, to free up cabinet space and at the same time provide a visual focal point in the kitchen, Ms. Zweir custom designed a pot rack/grid that provides easy access to the cooktop. The pot rack is wall mounted rather than the traditional hanging rack. The cooktop, in turn, faces out into the family room area so that the client is able to interact with both family and guests.

This kitchen falls outside of the guidelines for the traditional triangle space planning for kitchens. However, Ms. Zweir created "activity zones" in the space, and each zone has everything necessary to complete that activity within arm's reach.

Strife in bathroom settings also often indicates nonsupportive design. We know that master suites require master baths and all the accoutrements that accompany the phrase "master baths." These baths are often described as mini-spas or "getaways." What about the rest of the family? In a typical smaller home of 2200 sq feet one may find four bedrooms, 2.5 baths. The half bath is the powder room, one bath is the master bath, and one bathroom is left to service the kids in the other three bedrooms. With families of our own, many designers know first hand the arguments that occur surrounding that one shared bathroom; just two kids trying to get ready for school in the mornings can often deteriorate into angry shouting.





Neostrada Design recently addressed this challenge by redesigning a shared Jack-and-Jill bathroom. Working within the existing space, Ms. Zwier met the needs of two girls entering their teenage years by expanding counter space from 7 feet to 9 feet, placing vanities on two different walls, and enclosing the toilet room. Both girls are now much more easily able to use the space simultaneously and peacefully.

Kitchens and baths have become the workhorses of the home. Harmonious interactions are created and enhanced through thoughtful design of function, space, and light within these areas. American families (even the definition of what constitutes a family) and lifestyles have evolved and changed more rapidly in the past two decades than in the preceding two centuries and are continuing to change. Designers who can support rapidly changing kitchen and bath trends and lifestyles continue to be in high demand.

#### Resources:

**Mary Fisher Knott, RSPI, Allied Member ASID**  
Mary Fisher Designs (480) 473-0986,  
[www.maryfisherdesigns.com](http://www.maryfisherdesigns.com)

**Danielle Zwier, Allied Member ASID**  
Neostrada Design, (480) 577-1521

#### Accompanying photographs:

##### Interior Design:

**Neostrada Design, Danielle Zwier, Allied Member ASID**, Principal Designer/Owner

##### General Contractor:

Renaissance International  
Mike Simmons, (602) 697-2359

Copper countertop, Backsplash,  
custom pot rack/grid:

Metal Works Inc., Doug Vance, (602) 323-0560

##### Photography:

Christina Vasseur, (602) 359-4934,  
[www.rememberthedayphotography.com](http://www.rememberthedayphotography.com)



# Design for Hire

By Catherine Pliess, ASID

When I agreed to participate in the Design For Hire, I figured it would be a satisfying way to help raise money for our chapter and to possibly convert a homeowner from being a do-it-yourselfer into someone who will recognize the benefit and value of consulting a professional interior designer for design advice. I believe this is an event more of our members should participate in.

The experience I had was much different from my expectation. The assignment I received was at the home of a family who had been through a very traumatic domestic violence event leading to a young woman having to spend her life in a wheelchair. Vanessa, 29 years old, was the victim of a gunshot. Her 11 year old daughter and the grandparents all had to adjust not only to the special needs a wheelchair demands, but also to living in a multi-generational environment. Three generations of this family must now function in a home designed for a single family. Wow...this was heavy, not the quick visit I anticipated.

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In some ways, it was destiny that brought us together. I am in the unique position of having recently all but converted to the educational side of interior design. Running the department at Collins College and working on my MSD at ASU has left very little time for clients, let alone much else. This was a great opportunity to improve a family's life through good design. Isn't this the best part of what we do?

This two story home with a sunken living room is far from ADA compliant. All the bedrooms are on the second floor, no full bath on the first floor. How can you possibly navigate that in a wheelchair?

These homeowners did the best they could by converting a large laundry room into Vanessa's bedroom. There is no bathroom designed to function for accessibility, they make do with the first floor powder room. At one time an addition was started, but funds ran out. The shell, foundation and plumbing have been completed; the rest is a blank canvas.

This was a great opportunity for a case study for our Design I class. This is a studio class focusing on Residential Design with an emphasis on ADA compliancy. The students have spent the past 10 weeks working on plans for what could be and will be presenting to Vanessa this week.

Design for Hire was a great way to help our chapter, our future design students, and Vanessa all at the same time.







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To The Trade



# Collaborate 08

By Melinda Foote, ASID



Linda Tully from  
Custom  
Coverings



Terry Amerine of  
The Art Department



Collaborate 08 brought together more than 180 ASID and IFDA members at the Chaparral Suites Resort and Conference Center in Scottsdale. It was an unparalleled line-up of speakers designed to help attendees learn how to increase their business in uncertain economic times. Collaborate 08 show cased more than 55 Industry Partner exhibits and an Image Makers/ Breakers lunch time fashion show by Tanya Barnes-Matt. Emcees David Smith and Ellen Bosco of the Kravet Showroom ran the event so smoothly, that not a moment was missed.

The morning brought us **David Andow**, Art's Alive, delivering .1 CEU on Successful Branding. David says that before the logo, direct mail or web-site design, the savvy business person will consider



Attendees taking a break in the sun





Candie Guay and David Andow of Arts Alive, with Susan Nicholson, ASID

the fundamentals of Branding. Knowing your clients, Knowing yourself, your talents, and what your clients need and then Delivering your Brand.

#### GEM (Great Educational Moment)

According to David Andow, when the value you bring to a project exceeds the price, you will make a sale every time. Most business people provide a great deal more value than they promote. Start today to articulate your value.

**Ryan Brannen** of One Red Key divulged all the critical points in creating a web site. He sifted through the process mysteries so often hidden by some web development firms.

After lunch the attendees moved on to learn the Three Laws of Color presented by **Joanne Day** of the Color Marketing Group. According to Joanne, who is also a decorative artist, the three color laws are:

- 1) Lighter and darker colors next to each other push the light color lighter and the dark color darker, thus increasing contrast.
- 2) Colors that share a common ingredient (analogous) will push away from each other.
- 3) Complementary colors are opposite each other on the color wheel and brighten themselves when put next to each other.

Joanne says that adhering to such laws color will work for and not against a designer. "Remember there are no wrong colors, only wrong color combinations."

To finish the day, **Martha Hunter** and **Pam Hait** of the PR Company Strategies spoke on when, where and how to be published.



Martha Hunter of Strategies



David Andow



One Red Key's Ryan Brannen



Joanne Day



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talented members of  
the ASID AZ North  
Chapter and to thank  
the Industry Partners  
who support us  
throughout the year.

# RealWorld DesignWeek

## Are you a part?

ASID needs additional members to host shadow days during RealWorld DesignWeek, the Society's first cohesive, national program to educate future interior designers!

During RealWorld DesignWeek, October 19 – 25, 2008, ASID student members nationwide will participate in one-day shadow experiences with ASID professional and allied members, as well as Industry Partner representatives on-site at work locations. The goal is for students to observe a normal day in the life of a practicing design professional and to experience about the interior design practice, what they cannot learn in the classroom.

This innovative program exists exclusively for ASID members and has the potential to educate thousands of students at once!

## Extended Registration Dates for Members!

ASID has reopened online registration for RealWorld DesignWeek and has extended registration dates for design professionals and students through September 15th! This should accommodate most members and allow them to schedule shadow days only one-two months in advance.

## What's in it for me?

Designers and industry partners: This is your chance to make a positive change in an aspiring designer's life in just one day. Through your own contribution to design education and connection with student members, you can have confidence that the future leaders of the interior design profession are primed to carry the industry to a higher level. Looking for a skilled intern or entry level designer to alleviate some of your work load? This is an excellent way to find the perfect candidate!

ASID chapters: Member involvement in RealWorld DesignWeek will lead to increased recruitment and retention rates, as well as improved relations between professionals and students in your chapter. Investing in the education and member experiences of your students will ensure for strong chapter leadership in the future. Award and prize opportunities will be available for chapters with the greatest participation!

Find out more and sign up online!

Visit [www.asid.org/rwdw](http://www.asid.org/rwdw) for more details on this exciting program and to register online!





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# ASID ARIZONA NORTH CHAPTER DONATES \$500 to Childhelp®

The following statistics are from the Corporate Offices of Childhelp®:

- 4 children die every day as a result of child abuse and three out of four of the victims are under the age of 4.
- A report of child abuse is made every 10 seconds.
- This is 3.3 million reports a year.
- 90% of sexual abusers are friends or family (etc.) with their victims
- Child abuse occurs at every socio-economic level, across ethnic and cultural lines, within all religions and at all levels of education.
- Over 75% (78%) of child fatalities due to abuse happen to children UNDER the age of 3
- Almost one third, 30%, of abused and neglected children will later abuse their own children, continuing the horrible cycle of abuse.

The national offices of Childhelp® are located in Scottsdale, Arizona, and were founded in 1959 by **Sara O'Meara** and **Yvonne Fedderson**. Childhelp® is a leading national non-profit organization dedicated to helping victims of child abuse and neglect. Childhelp's® approach focuses on pre-

vention, intervention and treatment. The Childhelp® National Child Abuse Hotline, 1-800-4-A-CHILD, operates 24 hours a day, seven days a week, and receives calls from throughout the United States, Canada, the U.S. Virgin Islands, Puerto Rico and Guam. Childhelp's® programs and services also include residential treatment services (villages); children's advocacy centers; therapeutic foster care; group homes; child abuse prevention, education and training; and the National Day of Hope®, part of National Child Abuse Prevention Month every April. Several of Childhelp's® programs were firsts, and continue to be studied by professionals worldwide as "models that work." Sara O'Meara and Yvonne Fedderson continue to actively lead the organization and provide its vision, serving as Chairman/CEO and President, respectively.

As an ASID chapter, we are pleased to make our donation to Childhelp. Please be aware of child abuse and its daily danger to our children. [www.childhelp.org](http://www.childhelp.org)

## The Childhelp® Hope October '08 Fundraiser call for Arizona North ASID Interior Designers' support.

Give a Silent Auction gift sponsored by you  
or your firm by September 1st, 2008

Please give of your talents, gift certificate and/or a quality design item to Childhelp® as support and program recognition of our AZ North ASID Chapter. Our goal is 25 items to go on our designated ASID table. This is their main fundraiser of the 2008. It is a very elegant event attended by the Valleys' top corporate and individual supports. You will receive a tax donation form.

Items may be delivered to:  
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fax: (480) 922-7061

ASID Contact:  
**Melinda A Foote, ASID**  
Foote & Co.  
602-678-0860 Ph  
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TO THE TRADE

## Fourth Annual

## TOUR OF HOMES

The FOURTH ANNUAL TOUR OF HOMES was a GREAT TOUR with GREAT FOOD! Tour goers sampled the delectable brunch provided by Sub-Zero & Wolf at their gorgeous showroom and strolled among table displays by our Industry Partners who sponsored the tour. A BIG thank you goes to Brooke D'Alleyrand and Sub-Zero & Wolf, Arizona Tile, Acoustic Designs and Closet Factory for their terrific support. Major kudos to our FABULOUS designers this year: **Wanda Frederick, Marieann Green** and assistant **Collette, Karen Rapp**, and **Michael Scott**. Thank you for your hard work and for "pulling it all together"!

Excellent volunteers were the key to keeping things moving smoothly. Another BIG thank you to them! House Hostesses at **Wanda Frederick's** house were **Jeanie Collins** and **Karen Romerza**; Room Volunteers were **Kate Critchfield, Jessica Moreau, Amy Strang, Debra**

**English**, and **Tanya Zgorzelski**. House Hostesses at **Marieann Green's** house were **Denise Alexander** and **Traci Davis**; Room Volunteers were **Linda Benson, Susan Brickley** and **Breanna Martin**. House Hostesses at **Karen Rapp's** house were **Sherry Hauser** and **Gwenyth Lance**; Room Volunteers were **Samantha Krone, Frankie Lee** and **Pam Ross**. House Hostesses at **Michael Scott's** house were **Dixie Coules** and **Brenda Strunk**; Room Volunteers were **Brittany Van Denboom, Sandi Dukeman, Sura Faucon** and **Priscilla Valverde**. The next BIG thank you goes to our friendly and helpful cashiers for the tour, **Lohoma Eckroat** and **Karen Mandarin**. Finally, thank you to **Katie Kolesar** for delivering promotional flyers to hotel concierges and being our "Girl Friday", and to our Administrator, **Pauline Wampler** for helping in so many ways! We APPRECIATE all of you! Tour of Homes Co-Chairs, **Sherry Hauser** and **Linda Kolesar**.

# Membership Survey Winners Announced

By Linda Kolesar, ASID  
President Elect

THE LUCKY WINNERS of the Membership Survey \$50 dinner gift certificates were announced at the June membership meeting held at a.k.a. Green. Practitioner winner **Claire Liston** received a gift certificate to Outback Steakhouse; Industry Partner winner **Robert Hendel** received a gift certificate to P.F. Chang's China Bistro; Student Member winner **Tina Mellino** received a gift certificate to Charleston's Restaurant. Congratulations and bon appetit! SPECIAL THANKS to the sponsoring restaurants:



**Charleston's Restaurant**,  
Tom Kuzala, General Manager



**Outback Steakhouse**,  
Mitch Holmquist, Proprietor



**P.F. Chang's China Bistro**,  
Brian Shaw, Operating Partner

THANK YOU to all who took the survey and gave input for planning the upcoming year!



SUMMER CEU EVENT 8.23.08

ASID Arizona North Chapter



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**Date:** Saturday, 08/23/08  
**Time:** 9:30am Check-in  
10:00am Program

**Location:**  
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Tempe, AZ 85281

Pricing:

- ASID Members: \$75.00
- Student Members: \$25.00
- Non-members: 90.00
- At the door: \$95.00

Reservations by 8/18/08

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# Affinity for the Details

## FINDING A TECHNICAL PARTNER FOR KITCHENS

By Kathleen Manoil

Splendid fabrics.  
Beautiful stone.  
Glistening metals.  
Painterly wall treatments.  
Finely-crafted furniture.

Does this list grab your attention?  
How about this next one?

Correct hinge choices.  
Thermal coefficients.  
Structural limitations of various wood species.  
Chemical makeup of wood finishes.  
Appliance cut-outs.  
Door conflict.  
CFM calculations.

Not as sexy, is it? Yet so critical.



Nobody has to ask why a creative person is drawn to a career in interior design. To certain individuals, the things on the first list are not merely interesting. They are an inherent part of what makes those people tick. Visions and thoughts of these elements occupy their waking and sometimes sleeping hours.

Savvy interior designers build their business and reputation by meeting the countless needs of their clients, handling details great and small and utilizing their well-honed skill set. But another valuable part of the successful interior designers repertoire is their sources. Knowing where to go to for that special, custom item is invaluable and is often what brings uniqueness to the overall result.

The current economic climate in metropolitan Phoenix has sparked an upsurge in remodeling projects. Well-planned renovations of a homes kitchen and bath bring the greatest financial return – a critical factor for clients of every economic level today.

Successful planning of a custom kitchen requires a very different set of considerations, most of which are unfamiliar – and uninteresting – to even the most experienced interior designer. That's where the second list comes in. Intelligent kitchen design demands so much more than selection of door style and wood species and a general allotment of space.

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*Kathleen Manoil is a Kitchen Design Consultant with Affinity Kitchens in the Scottsdale Airport.*



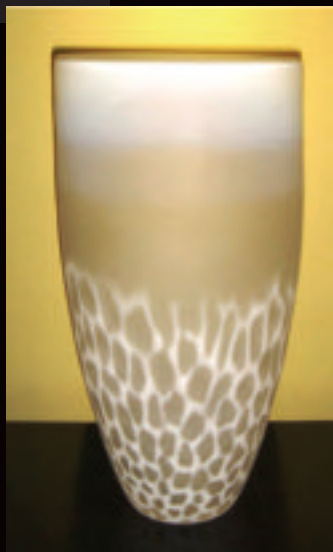
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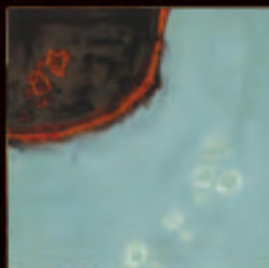
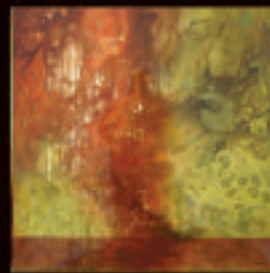
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# Natural Territory

By Cindy Lewton, Allied ASID

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**Web site: [www.naturalterritory.com](http://www.naturalterritory.com)**

Natural Territory recently celebrated one year in the Valley. Owned by **Santosh** and **Praneeta Rao**, this husband/wife team have brought the eco-friendly lifestyle together under one roof in a green-built facility. Walking through the front door transports you to another world that is serene, grounding, calm and beautiful. Natural materials surround you as you encounter indoor and outdoor furnishings, baby furnishings and accessories, organic mattresses and bedding, tableware, fireplaces, gifts, and stationary. Santosh and Praneeta not only combined their knowledge and experience to ensure they were able to bring the highest quality products to us, they also brought in a feng shui expert as they designed their very successful space.

Praneeta grew up in India where clothes were line-dried and products were natural. She used vegetable dyes in her textile designs and brought nature into her indoor designs. After Santosh retired from the corporate world, they searched for a location in the U.S. that would meet their desires for raising their family, have warm weather and ease of living. They moved here four years ago and haven't looked back.



In addition to her design background, Praneeta is a natural teacher and welcomes designers to come in and ask questions. Natural Territory is developing educational and social programs to support designers beginning in the fall. As Praneeta affirmed, "Designers are agents for change just as teachers are for students." Currently, Natural Territory offers designer discounts and a lending resource center. This resource center is part of their new home improvement expansion which now offers flooring, paints and a new kitchen center featuring several lines of sustainable cabinetry and a full-time kitchen designer on staff.



# ENMAR Hardwood Flooring Wins Family Owned Business Award

Mesa's ENMAR Hardwood Flooring has won the Small Business Award category at the 2008 Family Owned Business Awards presented by Arizona Business Magazine. Out of three local companies selected for the Small Business Award category (defined as having less than 30 employees,) ENMAR was chosen as the top firm by a selection committee that included magazine editors and local leaders. The award was announced June 26th during a ceremony at The Ritz-Carlton Phoenix.

"We are honored to receive this award," said Tricia Thompson, co-owner of ENMAR Hardwood Flooring. "At ENMAR, family and outstanding service have always been important to us. It's a humbling experience for the Thompson family, as well as the entire ENMAR family, to be recognized in this way."

The company has also been honored by the National Wood Flooring Association within

recent years. ENMAR has won top honors in the organization's best reclaimed (2007 and 2008) and best entry/foyer categories (2007).

#### *About ENMAR Hardwood Flooring:*

Established in 1975 by Ennis Thompson, ENMAR Hardwood Flooring is a family-owned business based in Mesa, Arizona. Today, under the direction of Ennis's son, Todd Thompson, and his wife, Tricia, ENMAR Hardwood Flooring offers high-end reclaimed wood flooring options, as well as prefinished and unfinished wood flooring—all of which are installed with the utmost attention to detail and craftsmanship. At the company's custom showroom, clients can browse one of the largest selections of wood flooring and accessories in the state, as well as admire numerous displays ranging from decorative borders to inlays. More information on ENMAR Hardwood Flooring can be found at [www.enmarflooring.com](http://www.enmarflooring.com).

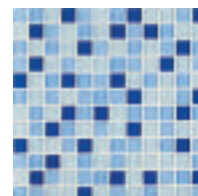


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*Skylights Blue Mélange glass from Arizona Tile.*

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The winning Charette Team - Amber Anderson, Art Institute of Phoenix; Bonnie Lewis, Scottsdale Community College; Curtis Ross, Collins College



# 2008 Student Career Day

By Marci Dusseault,  
ASID, LEED AP

This year's Career Day was one of the most successful Career Days that we have had, with over 40 students in attendance. It was held on Tuesday, April 22nd in the Atrium of the Arizona Design Center with a jammed packed schedule that included a Professional Designer panel, Designer round tables, awarding the winners of the ASID Student Scholarships and the announcement of the winners of this year's first Student Charette Competition. Whew.....a lot to do in just 2-1/2 hours!

Our panel of designers was a big draw for the students, with all panelists being 1st place winners at the 2007 ASID Design Excellence Awards. Many, many thanks go out to **Debra May Himes**, **Linda Kolesar**, **Janet Friedman**, **Peggy Powell**, and **Larry Lake** for taking the time to come and share your experiences with our students.

The spotlight moved from our Designer Panelists to shine on our design students with the announcement of the ASID Student Scholarships. Big Congratulations go out to **Linda Benson** from Scottsdale Community College who was awarded a \$2,000 scholarship. A \$1,000 scholarship was awarded to Cynthia Walker from Mesa Community College.

After the scholarships were awarded it was time to break into small groups for the round tables. This was the juncture in the evening when the students were able to talk and ask questions of the designer's one on one. It was hard to break up the round tables for the announcement of the winners of the student competition.

The evening was coming to a close, and we still had one item on the agenda that needed to be addressed, - the Student Charette Competition winners. With students on pins and needles, the 3rd place team, with each team member receiving a check in the amount of \$50 was **Susan Brickley** (MCC), **Shea Harris** (Collins), and **Jessica Monro** (AI). The 2nd place team members, each receiving a check in the amount of \$75 were **Eugene Halona** (PC) and **April Studlo** (SCC). The team in 1st place, with each member receiving a check in the amount of \$125 was **Amber Anderson** (AI), **Bonnie Lewis** (SCC), and **Curtis Ross** (Collins).

A big thank you and big applause goes out to the team of **Melinda Foote** and **Lynne McCarthy** for helping me put together another successful event, the Arizona Design Center, Collins College for donating door prizes, **Kristi Montoyo** with Frazee Paints for donating the appetizers, and again to the designers for taking the time to participate.





# RealWorld DesignWeek

## Are you a part?

ASID presents, RealWorld DesignWeek in 2008! This national program focuses on career development, and offers both online and hands-on learning experiences to introduce students to the real world of interior design.

During RealWorld DesignWeek, October 19 – 25, 2008, ASID student members nationwide will participate in one-day shadow experiences with ASID professional and allied members, as well as Industry Partner representatives on-site at work locations. In addition, the week will be book-ended by a pair of online instructional seminars—Prepare and Position—hosted by prominent guest speakers. This innovative program exists exclusively for ASID student members!

## What's in it for me?

This program offers an easy, free opportunity to receive an exclusive inside look at the interior design world. You will feel inspired, informed and prepared for graduation and career options that lie beyond. RealWorld DesignWeek will enable you to network with your shadow day host and other industry professionals, possibly expanding the experience into a long term mentoring relationship, internship or your first job!

Involvement with the program is a great resume booster and you can even earn class credit by participating!

## Find out More and Sign Up!

Visit [www.asid.org/rwdw](http://www.asid.org/rwdw) for more details on this exciting program and to register online through September 15th! Participate in RealWorld DesignWeek and make a difference in your life as an interior designer and ASID member. Be a part. It's your profession!

*"I'm honored to be a part of RealWorld DesignWeek. I only wish something like this had been around when I was starting out as a designer. ASID is made up of successful professionals and top leaders in the industry. Why not tap into that knowledge and use it to support and mentor students? This program encourages relationships between interior design students and their role models in the industry. It's bringing them together so that tomorrow's designers can better prepare for their careers by learning from today's pros."*

- Matt Lorenz, Allied Member ASID  
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# 2008 ASID Student



By Marci Dusseault,  
ASID, LEED AP

This year the AZ North Chapter wanted to try something different with our student competition. We needed something fun, something hip, something to join both student and professional in a design competition format. We accomplished just that on Saturday, April 12th, 2008.

Our 2008 ASID Student Charette Competition was hosted by Collins College and was an all day affair that began with registration and continental breakfast at 8:45am. We had HGTV's host of "reDesign",

**Kenneth Brown** as a guest speaker for an hour and then the competition was underway. Our students were paired with professional designers as a team mentor to help guide them in this time sensitive competition. Each team was given the design problem and floor plan; they then had to come up with a group solution that included a written concept, furniture/floor plan, interior elevation, and a rendered perspective/sketch, all to be completed within a 4-1/2 hour period. Lunch and snacks were also provided and raffle prizes were given out throughout the day.

At the end of a very long, stressful, and yet fulfilling day, the jurors were introduced around 4:30pm and then the team presentations began (11 teams in all). Once the presentations were given, the jurors deliberated and came up with 3 finalist teams; but, the teams would have to wait until Career Day, being held on Tuesday, April 22nd at the Arizona Design Center before learning who the competition winners were.

And the winners are.....3rd place with the design of "Raise the Roof" was **Susan Brickley** (MCC), **Shea Farris** (Collins), and **Jessica Monro** (AI) with **Marcia Graber** as mentor; 2nd place with the design of "KONECT" was **Eugene Halona** (PC) and **April Studio** (SCC) with **Jeanine Sipple-Dougherty** as mentor; and 1st place with the design of "CIRCLES" was **Amber Anderson** (AI), **Bonnie Lewis** (SCC), and **Curtis Ross** (Collins) with **Angelica Henry** as mentor.



INTERIOR DESIGNER KENNETH BROWN ASID COMPETITION



# Charette Competition

At this time, I would like to thank all the professional members that volunteered their time to mentor and judge the competition, and our wonderful sponsors...Mentors: **Jeannie Collins, Marcia Graber, Dan Heldenbrand, Angelica Henry, Sandra Kieffer, Cindy Lewton, Tracey Marshall, Lynne McCarthy, Cecelia Schauble, Jeanine Sipple-Dougherty, Brenda Strunk, Kathleen Vick.** Judges: **Beverly Lloyd-Lee, Peggy Powell, John Reiderer, Tony Sola, Diane Worth.** Sponsors: **Collins College, Design One International, Dunn Edwards, Passport Accents, Inside/Out, David Adler Rugs, Alexander Sinclair.**

A special thanks to **Katherine Thornhill, Melinda Foote, and Lynne McCarthy** for helping me with the details of this event and making it so successful. I would also like to thank **Kathleen Vick** for sharing her much successful competition format that she used back East as a guideline, which helped us tremendously.

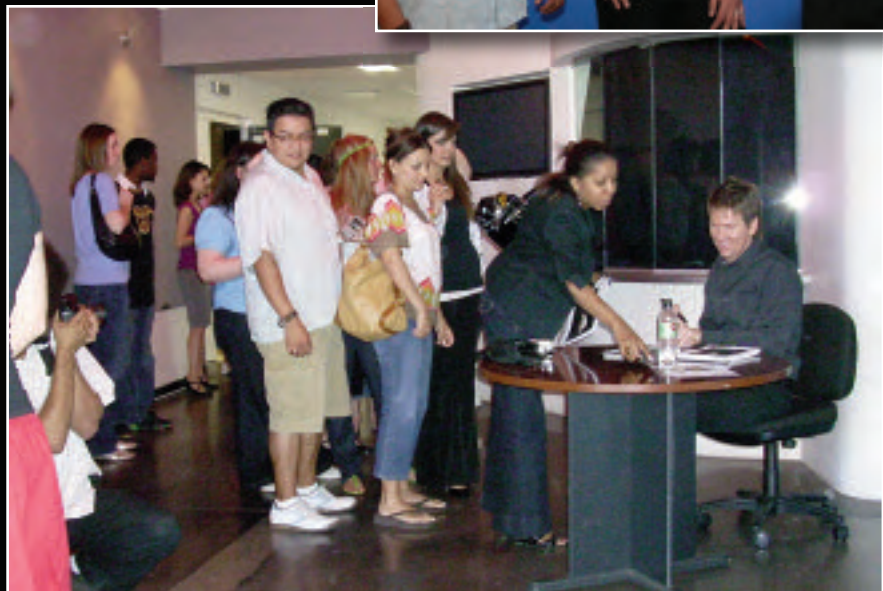
This competition was successful in so many ways and I hope that all who were involved will be back next year to make it even a bigger and better event!

"I had a blast! At first I was a little nervous, but honestly once we started I was able to focus and work with my partner. I hope the future Board will decide to continue this event for the following years to come!" **Priscilla Valverde, student**

"I think it was a success for our first time around and enjoyed being a part of it" **(Jeanine Sipple-Dougherty, ASID)**

"It is a great opportunity for students to apply what we are learning. The collaboration with other schools is a really good experience-we get so used to working only with people who have had the same education background and that isn't the real world. Being thrown together with people of varying skill levels and training is so important to help us understand what we will deal with in the industry" **(Alisha Solheim, student)**

"This was, by far, the best opportunity I have ever had to expose me to design in the real world. It was definitely a challenge to solve the program with a team of complete strangers. I realize that interior design is an art executed by an artist. That being said, it is not easy for a group of head-strong artists to work together with an almost immediate deadline. Everyone thinks their ideas are the best and it is hard to intertwine all of them. My group worked amazingly well together to accomplish our solution and, in the end, it worked out extremely well. We not only devised an innovative solution, but we became friends in the process" **(Jessica Monro, student)**





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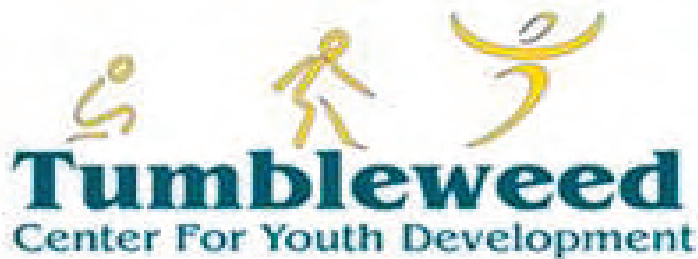
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The student chapter of ASID and IIDA at Collins College have adopted Tumbleweed Center for Youth Development as their community project this year and are planning on redesigning the kitchen in the Phoenix boys home. The Tumbleweeds' Boys House provides shelter, counseling, job development, educational services, tutoring, and skill building for boys placed by the Juvenile Justice and Child Welfare systems.

Our goal is to design a new kitchen and dining area that inspires a sense of community among the residents. It is our hope that members of our own communities join with us in support of this project to create a better environment and enhance the lives of others. **This is your chance to get involved!!!**

This hands on experience for the students adds to their education by being able to take a project from conception to completion in addition to understanding the importance of philanthropy with their community.

### WHAT DO WE NEED????

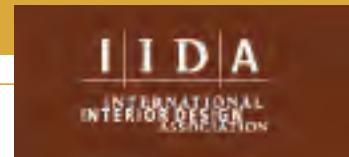
Appliances, cabinets, commercial sink, faucet, countertops, tile flooring, lighting, electrical work, windows, doors, installation, pantry organizer, dining furniture, hardware, pots and pans, plates and utensils



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The kitchen remodel project the students will be working on is in need of everything. The original cabinetry from the 1970's still adorns the existing kitchen. Inefficient workspace and appliances in addition to very limited space creates a congested environment to prepare meals for a minimum of ten people everyday. Outdated cracked floor tile add to the dated appearance of the space. It is our vision to enlarge the kitchen to create a more suitable environment for all the tasks that take place on a daily basis. In addition, we would like to replace the inefficient appliances with energy saving appliances as a way to educate the residents and visitors about green design and what we can all do to help our environment.



### Contact Information:

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480.202.5861

**Patty Vera, ASID; Student Chapter President**  
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480.773.1827

**Trudy Taddeo, ASID; Faculty Advisor:**  
[tchrist@collinscollege.edu](mailto:tchrist@collinscollege.edu)  
480.203.3616

**Catherine Pliess, ASID; Department Chair**  
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# Arizona Design Center's WORLD-CLASS EXPANSION

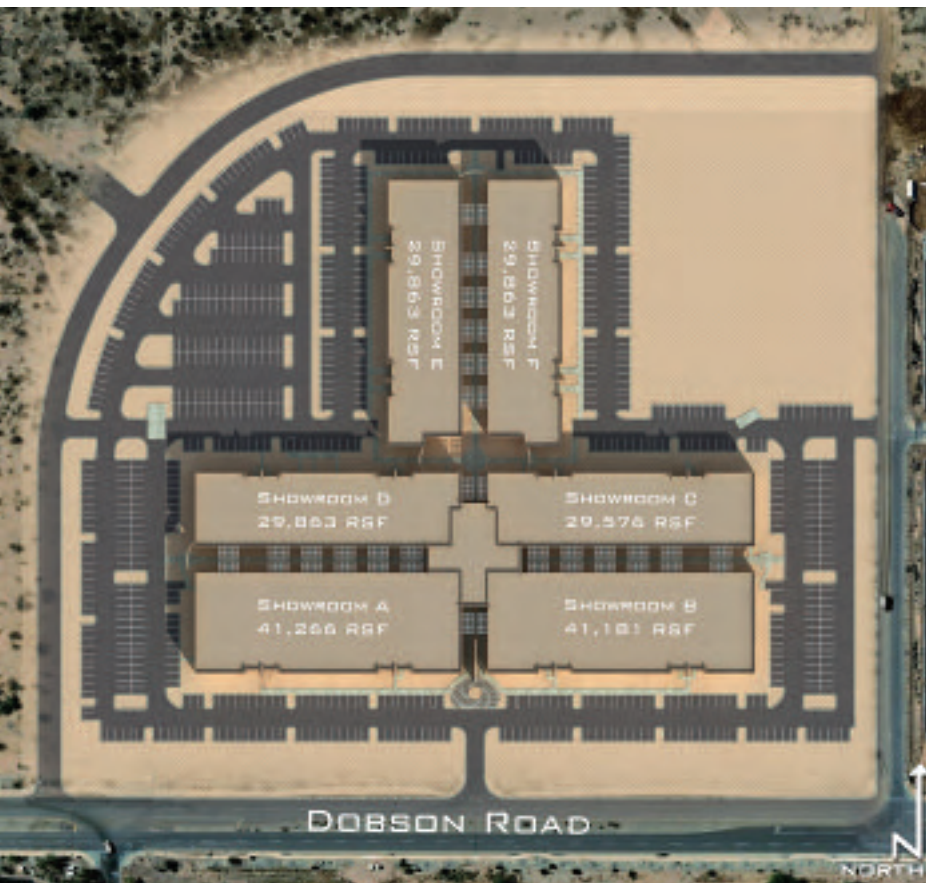
**By Sarah Gallop, Senior  
Account Manager for Design  
Management Company**



The future of the ADC is here! Known nationally as the Southwest's premier center for home décor, the Arizona Design Center (ADC) represents hundreds of leading manufacturers dedicated to offering the very best in corporate and residential interior furnishings. An enduring presence in the design industry, the ADC is celebrating nearly four decades of service as the leading to-the-trade destination of the U.S. Southwest!

Expansion plans are underway to create two new to-the-trade buildings, with 60,000 combined square feet of showroom space. Upon completion of the expansion phase in 2010, the ADC will be a contiguous six-building 200,000 square-foot center with one point of entry and adjoining courtyards. With the anticipation of the ADC expansion, brand new amenities will be available between 2008-2010, for a fusion of design and technology. The ADC air-conditioned Atrium Lobby will be reinvented into a beautiful, welcoming, multi-functional space where you will be greeted by reception/concierge personnel, can enjoy food and refreshments, access free Wi-Fi and attend world-class design events. Current and future additions include an on-site conference center, heavily landscaped courtyards, covered parking, and a charming river, all nestled at the base of the picturesque nearby mountains.

The ADC Lobby is also undergoing a significant overhaul this fall, complimenting the beauty of the design center and maximizing the functionality of the 7,000 square foot space. The ADC is currently consulting with award-winning local designers and ASID members to assist in creative input and implementation. New atrium features will include a reception/ concierge desk, comfortable lounge seating, enhanced lighting and media, client interaction areas and much more! Please refer to the ADC website for continued updates at [www.arizonadesigncenter.com](http://www.arizonadesigncenter.com)





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## OVERVIEW

**In April, a new membership bylaw was enacted by the ASID Board of Directors which requires practitioner members of ASID to engage in regular, ongoing continuing education.** This new member requirement strengthens the interior design profession by improving individual attitudes, competencies, knowledge and skills in subject areas essential to the growth and success of the industry.



### 6 Hours Every Two Years

**Practitioner members of the Society are required to complete 6 contact hours of continuing education coursework (equal to 0.6 CEUs) every two years.** To qualify, coursework must be taken from an approved provider.

### Biyearly Self-Reporting

Practitioner members of the Society will certify compliance through an online self-reporting mechanism. **The first two-year reporting period will begin on January 1, 2008, with 0.6 CEUs due before December 31, 2009.** The second two-year reporting period will begin on January 1, 2010, and so on.

### Random Audits

All members who fail to self-report their compliance with the policy will be automatically audited. **Additionally, approximately 3 percent of members will be randomly selected for audit during each reporting period.**

### Failure to Comply

**Any member who fails to comply with the continuing education requirements will be subject to a termination of Society membership in accordance with the requirements of the policy.**



For additional information, please visit [www.asid.org](http://www.asid.org) where a complete FAQ is available for download. If you have questions or comments, please e-mail your thoughts to [education@asid.org](mailto:education@asid.org).



# Frequently Asked Questions

## Does this requirement apply to me?

Every practitioner member of ASID must take continuing education. This includes every ASID member in the Allied or Professional Membership categories. Note that members in the following categories are not required to fulfill the continuing education requirement: Professional Inactive, Professional Life Member, Professional Retired, Industry Partner, Student Member

## What if there are special circumstances that prevent me from earning my CEUs?

The ASID Board of Directors may grant an adjustment to the requirement for poor health, certified by a physician; a specific physical or mental disability, certified by an appropriate health care professional; extended duty with the armed forces; or for extreme hardship, which, in the board's judgment, makes it impossible for the member to comply. Requests for an adjustment to the continuing education requirement must be made no less than three months before the end of the current reporting period.

## How much continuing education must I take?

The policy requires successful completion of at least 0.6 Continuing Education Units (CEUs), equal to 6 contact hours of approved continuing education coursework, during each two-year reporting period.

## May I count continuing education hours I've already taken?

Members may not "bank" CEUs from one reporting period to the next. You may only count those hours taken during the specified two-year reporting period. For the first reporting period, only CEUs earned between January 1, 2008, and December 31, 2009, will fulfill the requirement.

## I just joined ASID as an Allied or Professional Member and am in my first reporting period. Do I immediately need to begin taking continuing education?

Yes. However, the number of CEUs required during your first reporting period will vary, depending on the time of year your membership status changed.

- 18 – 24 Months before the end of the reporting period = 0.6 CEUs required
- 7 – 17 Months before the end of the reporting period = 0.3 CEUs required
- 0 – 6 Months before the end of the reporting period = No CEUs required

## Who are approved CEU providers?

ASID will recognize continuing education coursework (courses, workshops, distance learning programs, telecourses, conferences, seminars, etc.) as successfully fulfilling your CEU requirements only if the coursework is "approved" by one of the following entities:

- IDCEC Approval System
- State Regulatory Board
- Colleges, universities, and other degree-granting institutions offering degrees (e.g., B.S., M.S., Ph.D.) and credit-bearing certificate and diploma programs in interior design that are accredited by the Council for Interior Design Accreditation (CIDA, formerly FIDER).

## Is there any limitation on the subject matter of the courses I take?

No. ASID is not imposing any CEU mandates for health, safety and welfare coursework at this time. We encourage you to select coursework that supports your own professional development plan and advances your professionalism as an interior designer.

## What records will I have to keep?

It is the responsibility of each ASID practitioner member to maintain personal files documenting successful completion of your continuing education coursework. This documentation/file for each course or program should be kept for four years from the date of course completion. If you are selected for an audit, you must present ASID with your verification of attendance or the completion certificate for all coursework.

## Do I have to submit my records for each continuing education course to ASID?

ASID wants to make reporting as easy as possible for members. You will be asked to certify only that you have or have not successfully completed your CEU requirements as required during that two-year reporting period but most will not need to submit records for each course. The only exception will be in the event you are one of the members selected for an audit, in which case more detailed records will be requested.

## What will I have to provide if there is an audit of my continuing education records?

If you are selected for an audit, you must present ASID with a copy of the certificate of completion or a letter of verification that was issued by the sponsor of each continuing education course completed during the reporting period being audited. Please note that a summary report of your continuing education activities provided by NCIDQ or your state's regulatory board is also acceptable.

## What if a course I've taken wasn't approved for CEUs and I want to use it to fulfill my requirement?

If the course is not pre-approved for CEUs, you may submit it for evaluation using the "Individual CEU Approval Form." ASID will submit the course to IDCEC for approval on your behalf. If the course is approved, you will receive confirmation in approximately six weeks. If the course is not approved, you will also be notified. All such decisions are final.

## What if I fail to report my successful completion of the CEU requirement to ASID upon request?

Failure to report your compliance with this policy will result in an automatic audit at the end of the reporting period.

## What if I fail to complete the required number of continuing education hours or CEUs by the end of the reporting period?

The ASID Board of Directors, at its discretion, may issue you a conditional extension (probationary period) during which you will be required to remedy the continuing education deficiency. If the requirement remains unmet during the next reporting period, your membership in ASID will be terminated.

The Control-Point Time Management Course offered by Ron Black at the membership meeting on 2/21/2008 at the Foliage Factory is not an approved CEU course. It should not be used toward your 2 year cumulative CEU total.

# Industry Partners Directory

The following companies and their representatives are Industry Partner members of the ASID Arizona North Chapter and are supportive of ASID programs and policies. This list was current at press time.

## @ theOffice (At The Office)

Brian McBride ..... (480) 607-4468

## 1800 Buy Rugs

Fred Moadab ..... (800) 289-7847

## 7th Avenue Designs by Wave Waterjet, Inc.

Angela Saban ..... (623) 581-1531

## Acoustic Designs, Inc.

Chris Matthews ..... (602) 206-4905

## Affinity Kitchens

Stephen Klassen ..... (480) 348-0088

## Affinity Kitchens

Lorna Blend, ASID ..... (480) 348-0088

## aka Green

Jeffery Frost ..... (480) 946-9600

## Alexander Sinclair

Sylvia Lorts ..... (480) 423-1141

## Alexander Sinclair

Michelle Lorts ..... (480) 423-8000

## All About Int.

Lee Germain-Young ..... (480) 222-5505

## All Wood Treasures

Jeri Stapley ..... (480) 921-4100

## All Wood Treasures

Ed Shamah ..... (480) 921-4100

## All Wood Treasures

Doug Shamah ..... (480) 921-4100

## All Wood Treasures

Scot Perfect ..... (480) 921-4100

## Allsteel Inc

Stephen Patrick Kennedy ..... (602) 290-0157

## Alro Hardwood Floors, Inc.

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## Altered Element, LLC

Joseph Hall ..... (602) 291-8093

## Ann Sacks

Shelley Heinley ..... (480) 483-0025

## Antique Art Treasures Classic Cigar Art

Donna Heffner ..... (702) 515-7434

## Antoine Proulx, LLC

Marc Desplaines ..... (602) 952-1580

## Arizona Tile, LLC

April Marsh ..... (480) 991-3066

## Arizona Tile, LLC

Roland Arnold ..... (480) 893-9393

## Arizona Tile, LLC

David Cobos ..... (480) 893-9393

## Arizona Tile, LLC

Arden Mullins ..... (480) 893-9393 ext. 2808

## Armstrong

Robert Trimble ..... (480) 985-9087

## Armstrong

Brenton Tesreau ..... (636) 300-0984

## Art Effects

Richard Hornberger ..... (480) 982-7327

## Arts Alive

David Andow ..... (480) 998-9790

## ASKO Appliances, Inc.

Tom Kosena ..... (214) 334-7938

## Aterra Lighting & Controls

Paul Salmonson ..... (480) 368-9955

## Audio Video Contractors

Paul Einan ..... (602) 443-3000

## AZ Custom Designs

Art Zeroulis ..... (480) 659-6440

## AZADI Fine Rugs

Kimberly Karahadian ..... (480) 483-4600

## Babb-Schirra & Associates, LLC

Terry Babb ..... (480) 309-7559

## Babb-Schirra & Associates, LLC

Kimberly Bond ..... (602) 283-3834

## Baccarat

James Hood ..... (760) 346-6805

## Baisch & Skinner Phoenix, Inc.

Darlene Summers ..... (602) 285-0888

## Baker

Alison Troncellito ..... (480) 922-8889

## Baldwin Hardware Corporation

Sean Clark ..... (949) 837-2196

## Bang & Olufsen America, Inc

Natalie Meskers ..... (480) 945-6555

## Bedrosians

Heather Tenny ..... (602) 268-2000

## Bellacor.com

Frankie Cameron ..... (651) 294-2552

## Best Lil' Frame Shop

Michael Weeks ..... (480) 946-9561

## Biltmore Paperhangers

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## Biltmore Shutter Company

Dan Draper ..... (602) 254-4464

## Biltmore Shutter Company

Dana Draper ..... (602) 254-4464

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## BR-111 Exotic Hardwood Flooring

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## Burdette Cabinet Company

Edward Neilander ..... (480) 830-8818

## Burdette Cabinet Company

Roger Understiller ..... (480) 830-8818

## Cactus Enterprises

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## Cactus Enterprises

Pooneh Kashani ..... (602) 275-6400

## California Closets

William Black ..... (623) 434-8888

## Center of Modern Design

Charlotte Wetche ..... (480) 483-9988

## Century Furniture/Heirloom Furniture

Jim Kayser ..... (480) 837-8686

## CertaPro Painters

Debbie Black ..... (602) 574-4325

## CertaPro Painters

Ana Afshari ..... (480) 962-8180 ext. 124

## Cinemagic

Cary L Christie ..... (480) 991-4388

## Clare Frame & Art

Michael Clare ..... (480) 970-8400

## Classic Custom Cabinetry, Inc

Doris Pritchert ..... (480) 596-5601

## Classic Custom Cabinetry, Inc

Barbara VanMater ..... (480) 596-5601

## Classic Custom Cabinetry, Inc

Michael Deyerler ..... (480) 596-5601

## Closet & Storage Concepts

John Friesner ..... (623) 776-2200

## Closet Factory

Doug Daniels ..... (480) 998-2070

## CoCo Interiors

Ali Azar ..... (480) 483-9800

## Concrete Interior Designs

David Crawford ..... (480) 699-9780

## Craftsman Court Ceramics, Inc

Debbie Rauch ..... (480) 970-6611

## Cullum Homes, Inc.

Kim Cullum ..... (480) 949-2700

## Cullum Homes, Inc.

Maggie Martin ..... (480) 949-2700

## Custom Coverings

Linda Tully ..... (623) 362-3982

## Dacor

Steve Ertle ..... (480) 704-7493

## Dacor

Dennis Jackson ..... (480) 861-4774

## David E Adler, Inc.

David E Adler ..... (480) 513-3200

## Decorative Concrete Staining & Scuring, Inc.

Raymond J Anger ..... (480) 620-1375

## Delta Faucet Company

Paula Quan ..... (602) 304-0001

## Desert Design Group

Diana Ontiveros ..... (602) 404-6090

## Desert Lion Sun Control LLC

Donald A. Gorman ..... (480) 657-7250





**AZ North Chapter**

# **STEP** Workshop

## *NCIDQ Examination Prep*

ASID has long recognized the key role that the NCIDQ examination plays in design practitioners' career plans. Passage of this rigorous test signifies the hallmark of professionalism in the interior design community, and alerts the public to the expertise and experience of the designer who has met this challenge. To that end, ASID created the STEP program to provide a broad perspective of the issues and information pertinent to the NCIDQ exam.

### **IMPORTANT DATES**

**Registration Deadline**  
August 8, 2008

**Workshop Dates**  
August 22 – 24, 2008

**NCIDQ Examination**  
October 2 - 3, 2008

### **REGISTRATION**

**Ready to Register? Go to** [www.asid.org/designer/step](http://www.asid.org/designer/step)

	<b>Full workshop</b>	<b>Multiple Choice A La Carte*</b>	<b>Practicum A La Carte*</b>
ASID Members:	\$300	\$125	\$225
Nonmembers:	\$400	\$175	\$295

\*A la carte or partial participation in a STEP workshop is only available for those who have previously taken a STEP workshop within the last three years or have taken the NCIDQ exam.

### **ABOUT THE WORKSHOP**

The STEP workshop is periodically conducted nationwide and is comprised of 20 hours of instruction over a 2 1/2-day period. Participants have the opportunity to experience practice exams patterned after the newest NCIDQ and, with the guidance of experienced instructors, determine which areas require further preparation. Workshop participants are provided with a comprehensive workbook that includes practicum exercises and multiple-choice sections similar to those in the NCIDQ exam. These practice tests are administered and thoroughly reviewed during the workshop. The workbook also includes helpful practice exams that participants may take home with them.

### **Workshop Agenda**

Friday, August 22	6 – 9 p.m.	Multiple Choice
Saturday, August 23	9 a.m. – 5 p.m.	Practicum
Sunday, August 24	8 a.m. – 5 p.m.	Practicum



### **WORKSHOP LEADER**



**Curt Sherman, ASID**

## Desert Star Construction, Inc.

Jerry Meek ..... (480) 951-4425

## Desert Star Construction, Inc.

David Schumm ..... (480) 951-4425

## Design Surfaces, LLC

Marianne Mulhall ..... (480) 946-2565

## Digital Home Lifestyles

Erin Coffey ..... (602) 224-9100

## Distinctive Carpets

Joe Hutson ..... (623) 225-9460

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Duff Tussing ..... (972) 747-7866 ext. 311

## Dunn-Edwards Paint Corp.

Tim Garver ..... (800) 488-5722

## Duralee Fabrics & Fine Furniture

Deanna Carr ..... (602) 793-0328

## Earth and Images

Isabel Dellinger ..... (480) 596-0498

## Earth and Images

Vilma Besch ..... (480) 596-0498

## Edelman Leather

Elizabeth Holly ..... (480) 208-5622

## Electrolux Major Appliances

Heather Flaa ..... (949) 502-5163

## Electrolux Major Appliances

Larry Tice ..... (480) 766-2224

## Elkay Manufacturing Company

Meagan Farney ..... (480) 813-1313

## Elkay Manufacturing Company

Nicole Lamanes ..... (480) 813-1313

## Elkay Manufacturing Company

Val Galvan ..... (480) 813-1313

## Emser Tile

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## Emser Tile

Briant Allen ..... (480) 443-8453

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Tricia Thompson ..... (480) 497-1633

## Enmar Hardwood Flooring, Inc.

Todd Thompson ..... (480) 497-1633

## European Design

Allan Rosenthal ..... (480) 951-5234

## Excellence Upholstery & Design

Matt Cepkauskas ..... (602) 717-1321

## Fabrica International

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## Facings of America, Inc

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## Fenwicks Fine Rugs

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## FIBER-SEAL Systems

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## Fiesta Furnishings

Claudia Farrar ..... (480) 443-8203

## Fiesta Furnishings

Shelley Burris ..... (480) 951-3239

## Flexco

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..... or 800-873-2828

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## Fortress, Inc.

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## H Abode

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## Helser Brothers, Inc

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## Huntwood Custom Cabinetry

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## IMC-Interceramic Marble Collection

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## Inex Creative Floors, Inc

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## Interceramic Tile & Stone Gallery

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Tammy Bekhor ..... (951) 898-5073

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Jody Florman ..... (928) 567-2365

## Juxtaform

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## Kingsdown

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## Kitchen Solvers of Phoenix

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## Kitchens Southwest

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## Kravez Fabrics, Inc.

Ellen Bosco ..... (800) 648-5728

## Kravez Fabrics, Inc.

David Smith ..... (480) 994-3900

## Kravez Fabrics, Inc.

Crystal Johnson ..... (480) 994-3900

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## La-Z-Boy Furniture Galleries

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Allied Member ASID ..... (623) 487-9447

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## LG Solid Source, LLC

Mike Tasch ..... (623) 776-7373

## LG Solid Source, LLC

Christal Gress ..... (623) 776-7373

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## Passport Accents: Fine Furnishings To The Trade

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## Rabbit Canyon Designs

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Angie France . . . . . (602) 861-3171

## Sicis The Art Gallery

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## Vista Window Film

Tracy McKelvey . . . . . (602) 277-8468

## Wallcovering Source

Kathie Winkler . . . . . (800) 200-8121

## Waterworks

Michele Hartley . . . . . (602) 912-9214

## Westar Kitchen & Bath

Dina Harvey . . . . . (602) 271-0100

## William Rogers Wood Products

Cortny Murdock . . . . . (480) 985-2560

## Wilsonart International

Charles Welch . . . . . (480) 921-9906

## Wolseley North America (WNA)

Jim Robinson . . . . . (480) 556-0103

## Woodcase Fine Cabinetry, Inc

Amy Baer . . . . . (602) 269-9731

## Woven Treasure

Johnny Nikbakht . . . . . (480) 483-6600

## Your Source

Karen Ann Romersa . . . . . (602) 696-8768



# welcome

## new members

Our chapter continues to grow. Please welcome the following new members to Az North.

### Allied Members

Victoria Castellano, Allied Member  
Vanessa Chong, Allied Member  
Jeannie Collins, Allied Member  
Caroline DeCesare, Allied Member  
Erin L. Diegel, Allied Member  
Laurie Dubroy, Allied Member  
Lori Harakal, Allied Member  
Ann Marie Hernandez, Allied Member  
Julia Linker, Allied Member  
Paula McKain, Allied Member  
Charlotte Muhammad, Allied Member  
Neah Parisi, Allied Member  
Charlene Petzing, Allied Member  
Paula Savino, Allied Member  
Nadia Simon, Allied Member  
Carene K. Steward, Allied Member  
Catherine Torstenson, Allied Member  
Kathryn R. Vanhome, Allied Member  
Christine Zivney, Allied Member

### Professional Members:

JerryAn Arnos, ASID  
Meredith Cawthron, ASID  
Mark Cooper, ASID  
Ann McKenzie, ASID  
Frances Mueller, ASID  
Maureen Rice, ASID  
Serenity Sharp, ASID  
Scott Thomas, ASID  
Kay W. Walden, ASID

### New Board Members

October 1st marks the beginning of the new ASID Arizona North Chapter leadership team led by Linda Kolesar. Joining Linda are new Board members:

Brenda Strunk, ASID - President Elect  
Kathy Harris, ASID - Communications Director  
Marci Dusseault, ASID - Membership Director  
Brooke D'Alleyrand (IP) - At Large Director

### Industry Partners

#### @ theOffice (At The Office)

Brian McBride  
[bmcbride@attheoffice.com](mailto:bmcbride@attheoffice.com)

#### Acoustic Designs, Inc.

Chris Matthews  
[chris@acousticav.com](mailto:chris@acousticav.com)

#### All About Int.

Lee Germain-Young

#### Alro Hardwood Floors, Inc.

Monica Salas  
[monica@alrohardwoodfloors.com](mailto:monica@alrohardwoodfloors.com)

#### ASKO Appliances, Inc.

Tom Kosena  
[thomaskosena@askousa.com](mailto:thomaskosena@askousa.com)

#### CoCo Interiors

Ali Azar  
[ali@cocointeriors.net](mailto:ali@cocointeriors.net)

#### Frazee Paint

Kristy Montano  
[kmontano@frazee.com](mailto:kmontano@frazee.com)

#### Horchow

Brittany Watland

#### Huntwood Custom Cabinetry

Dennis L. Ayers & Melanie Pyburn  
[MPyburn@huntwood.com](mailto:MPyburn@huntwood.com)

#### House of Forgings, Inc

W.J. Beck  
[wbeck@houseofforgings.net](mailto:wbeck@houseofforgings.net)

#### Jacobsen Interiors

Neill Jacobsen

#### Metal Logos & More Signs

Holly Torres  
[broadenterprises@cox.net](mailto:broadenterprises@cox.net)

#### Paul's Upholstery Cleaning/

MicroSeal of Phoenix  
Paul Vitzthem  
[vitz102@cox.net](mailto:vitz102@cox.net)

#### Rock Hard Designs, Inc

Ron Opatril  
[ron@rockharddesigns.net](mailto:ron@rockharddesigns.net)

#### The Finishing Studio LLC

Kristin McNeill  
[info@thefinishingstudio.com](mailto:info@thefinishingstudio.com)

IDEATION

AZ North Chapter would like to congratulate all those individuals that have recently passed the NCIDQ or just graduated from an Interior Design college program, you have accomplished great steps in your professional career path. If you would like to transition your membership to the next level, and have not done so or have questions, please contact Marci Dusseault, ASID at [admin@creative-inspirations-llc.com](mailto:admin@creative-inspirations-llc.com) or call 480-353-9622.

### Advancing to Professional Status:

Jennifer A. Reynolds, ASID - Ideation Design Group  
Lauren Pachuta, ASID - Phoenix  
Julie Heiland, ASID - Friedman & Shields, Scottsdale  
Cynthia Salstone, ASID - McDesign Groupe, Mesa

Did you know that an active member in good standing gets a full dues credit for the the first year as a Professional Member?! Advancing is easy. What advancing members need to do is:

1. Contact ASID
2. Provide ASID your NCIDQ Certificate number and date of passage
3. Wait for final approval
4. Begin using the Professional Member Mark and appellation!

## August

- 15 Arizona North Chapter Board Meeting
- 20 North Chapter Membership Meeting, The Reference Library, MechoShade, Kathleen
- 23 The Magical Language of Architectural Photography with Dennis Anderson, .2 CEU's, 9:30 am Check-in, 10-12 at Collins College, 14th Street Studios, 1425 W 14th Street, Tempe, AZ. Reservations by 8/18/08, 602.569.8916,
- 22-24 NCIDQ Examination Prep, STEP Workshop, [www.asid.org/designer/step](http://www.asid.org/designer/step)

## September

- 5 Arizona North Chapter Joint Board Meeting
- 13 Professional Design Excellence Awards, Gainey Ranch Hyatt Regency, 7500 E Doubletree Ranch Road, Scottsdale, AZ 85258.

## October

- 1 Deadline for fall Desert Design Magazine articles. Send all articles to Kathy Harris at [design76@cox.net](mailto:design76@cox.net).
- 16 North Chapter Membership Meeting, 5:30 pm at the Ann Sacks/Baker Furniture Showroom, 15551 N Greenway-Hayden Loop, Scottsdale, AZ. Socialize and feast your eyes on the sleek and sumptuous lines of Baker furniture and the ultra sophisticated tile offered by Ann Sacks. Laurie Clark of Sherwin Williams will present the 2009 Color Forecast.
- 16 Designer-Up-Close with Phoenix Home & Garden, 4:30-6:30 pm Reception and Seminar, at the ADC Atrium, 6-8:00 pm Vignette Tour, ADC Showrooms. RSVP Jenny Spillane 480.664.3960 or [jspillane@citieswestpub.com](mailto:jspillane@citieswestpub.com).
- 18 ASID Arizona South Chapter Design Solutions Home Tour, full day, [www.asidtucson.org](http://www.asidtucson.org), Sharmin Pool-Bak, 520.403.1572, [spoolbak@aol.com](mailto:spoolbak@aol.com)
- 21 International Window Coverings Expo, Hyatt Regency Phoenix, 122 Second Street, Phoenix, AZ 85004. 651.293.1544 or [www.wfcpro.com](http://www.wfcpro.com).

## November

- 2-3 Fall 2008 NCIDQ Examination
- 8-11 Healthcare Design 08, Gaylord National Resort & Convention Center. Washington, DC. [www.HCD08.com](http://www.HCD08.com)
- 20 North Chapter Membership Meeting, Burdette Cabinet Company, 3941 N Higley Road, Mesa, AZ. Well worth the drive to tour this luxury cabinet producer's facility and view the various stages of production of fine custom cabinets. Program topic and speaker to be announced.

## December

- 8 Arizona North Chapter Board Meeting
- December Holiday Party, Date and location to be announced. Get in the holiday spirit and unleash your creativity by decorating an ornament to be sold at the party with all proceeds going to charity. Pick up your free, undecorated ornament at Industry Partner, Baisch and Skinner, 525 W. Turney, Phoenix, AZ 85013. Get inspiration by check-





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bottom right: pavone reale 12x12 slate

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